



PANORAMA VIEW OF RED DEER

## CANADA: ITS ROMANCE AND ITS CALL

By J. HUGH EDWARDS, M.P.

It has been aptly observed that the world has moved faster and that mankind has wrought more gloriously in every sphere of thought and action in the last decade than in any one century since dawn first smiled upon the bleak raw universe. No century in the world's history has been so momentous in its changes or so splendid in its achievements as have the first dozen years in this twentieth century. All the subtle mysteries which for long centuries haunted and baffled the greatest minds have at last yielded up their secret. The philosopher's stone that was reputed to turn copper into gold has been discovered. The magic of Aladdin's lamp has become a universalised trade. The genius that once invented from the wealth of its own inborn imagination the romances which stirred men's hearts and feelings now finds both its scope and opportunity within the romantic domain of industrial promotion, and the art that so long set itself to make the dead canvas lustrous with beauty now seeks its highest mission in the transformation of the world's waste places into garden cities, and in the adornment of the deserts with the blossom of the rose. Not only the earth, but literally all that is above and below it—air and water no less surely than the land—have been brought under the sway of man with the completeness of conquest. To day aeroplanes and submarines are as much the commonplaces of our civilisation as were the stage-coach and the tallow dips of a past generation.

Equally characteristic of the spirit and progress of the wonderful age in which we live is the discovery of the inherent worth and value of things which our forefathers discarded as mere refuse. They were content to seek fortune along the stately avenues of commerce, and their line of route was rigidly confined to the traditional highways of industry. The present generation has already discovered, to its own profit and enrichment, that some of the richest treasures of fortune are to be found in even greater quantities among the hitherto unexplored resources of the by-ways, and even in the refuse-heaps of civilisation. Amid all the

wonderful discoveries which modern science has brought to light, none have been so valuable as the truth that it is constantly proclaiming that everything in nature has its use, and that



THE C.P. RAILWAY STATION AT RED DEER

there ought to be in man's vocabulary no such word as "waste." For example, there are to-day in the pharmacopoeia no less than thirty standard therapeutic agents of the highest value in the treatment of human diseases, which



GREAT WEST LUMBER CO'S YARDS AT RED DEER

are recovered exclusively from the by-products of the bones, glands and tissues of animals slaughtered by the butcher, and which, until recently, had been discarded as the worthless offal of the slaughter-house.

Still, the magic carpet or the

wonderful age in which we live is by no means confined to the by-products of commerce. Its dimensions cover the whole earth in every direction. Especially is this true in regard to the opening up and the development of vast tracts of territory which hitherto have for countless centuries lain fallow and untouched by human industry. Much has been said and written of the wonderful expansion of Britain, whose territorial possessions are so vast and great that the sun never sets upon them. While it is true that numbers of the sons of Britain have gone forth from its homes, and hamlets, and cities to contribute of their brain and brawn to the up-building and consolidation of the British Empire in its great dominions beyond the seas, it is equally true that to the overwhelming mass of the people of this country our colonial possessions represent at most but places on the map. We have never, as a people, realised the immense resources which lie untapped and unrealised in our own distant possessions. This is especially true of the great dominion of Canada. It is not too much to say that to the vast majority of the people who live in this little island of ours Canada

represents a tract of territory lying to the north of the United States of America, and over which the Union Jack proudly floats. Infinitesimally small is the proportion of those who realise that Canada is so vast that, in the picturesque description of a witty Irishman, England could be drawn over its surface without being as much as observed, that Ireland could be completely dropped into one of Canada's inland lakes, and that Scotland could be stowed away in one of Canada's corners, and no one would know of its presence there but for the smell of Scotch whisky.

In our land, as in every civilised country, there is to be found a small and eclectic circle of men who are dowered with an inborn sagacity, and who are ever quick to both see and seize the garment hem of Fortune, and during the past ten or twelve years they have been concentrating their attention upon the wealth of possibilities that lie latent in Canada's soil. Vast sums of money



HORSES ON FARM ON RED DEER

have been transferred from home stocks and securities to enterprises upon Canadian soil, and already the harvest of profit that has accrued from such foresighted investment has been beyond the most sanguine of expectations. It is absolutely true to say that in recent years no part of the globe has yielded so large or so productive a return on investments as has the Dominion of Canada. For the investor Canada has been a veritable El Dorado, and to those who have contributed of their means towards its development, by helping to realise its vast agricultural and industrial resources, that have so long lain latent, there has literally been given in return a hundredfold.

Still, it is important to remember that hitherto it has only been the eastern side of the great dominion that has felt the magic touch of industrial and commercial enterprise. The reason is obvious.

The emigrants that have sailed from British ports have, of course, landed on the eastern side—the side which faced the shores of Britain. So immediate have been the opportunities, and so urgent has been the need of men, that it has not been necessary for them to penetrate into the interior of the country. The job was there waiting for the man, and all that the immigrant had to do was then and there to cope with it. However, in these few years so great has been the stream of immigration into the country, that later comers have found it as advisable as it was necessary to penetrate into the heart of the country. The best "pitches" on the eastern coast had already been scooped up, and most of the advantageous sites for commercial and industrial enterprises secured. In the interior, on the other hand, vast tracts of soil, rich in mineral resources and affording scope and opportunity for undertakings every whit as profitable and advantageous as those on the east coast, were waiting for the advent of the settler and for the consummation of capital and labour.

No more striking illustration of the phenomenal, and even dramatic, rapidity with which towns, cities and whole districts are now springing up

the Parliament of the Province of Alberta. In the space of ten years the population of the district has increased from ten thousand to sixty thousand. Situated at the centre of the settled area of Alberta, the Red Deer district extends from the Rocky Mountains on the west to the border of Saskatchewan on the east. It is watered by the Red Deer river, 400 miles long, which, with its

in the interior of Canada could be furnished than that afforded by the city of Red Deer in the Province of Alberta. Only a few years back Red Deer was a mere hamlet inhabited by a few souls, and lost amid the unbroken solitude of the vast expanse of territory, on the surface of which it represented but a mere dot. Its change of status and of fortune may now be inferred from the fact that at Eastertime of this year it was created a city by

It is an interesting fact—and equally significant—that all the largest centres of population in Canada owe a large measure of their progress and prosperity to their contiguity to large rivers. Situated as is the city of Red Deer on the Red Deer river—one of the main rivers of Canada—it is in the fortunate position of finding itself on one of the natural trade-routes of Western Canada, for it is an interesting fact that even before the advent of railways the north and south trail crossed the river within two miles of the town. Already, however, the resources of enterprise are being utilised to recruit the resources of Nature, and as a result the city of Red Deer has been made a vital point in the Canadian Railway system, and two great arteries of traffic are being brought within the municipal limits of the town. The first of these is the Canadian Pacific Railway, reputed to be the most lucrative railway-line in Canada, which has in recent months more than doubled its accommodation and the number of its tracks in Red Deer itself. The second great artery of traffic is the Canadian Northern Railway, which will connect the town vitally and directly with the famous Brazeau coalfield which is declared to have deposits rich and deep enough to supply the whole of

Canada for the next five hundred years.

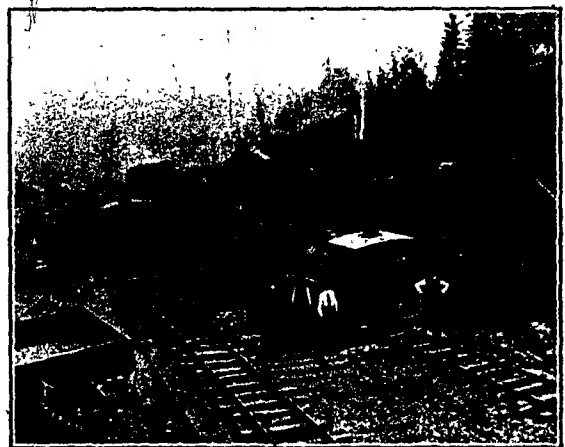
It is further anticipated that at least three new railroads now under construction will shortly reach Red Deer, and two further lines are already under way. Obviously, the city of Red Deer is thus destined to become one of the principal railway centres of the West. Trade, it is often said, follows the flag; but unquestionably it follows the railway track much more directly and much more expeditiously.

As Mr. Wm. Perkins Bull, K.C., one of the most enterprising and devoted sons of the Canadian dominion, and one whose public utterances in the United Kingdom have done so much to foster and augment the Imperial sentiment, recently observed on the occasion of a public banquet in Red Deer, Nature has given some towns water, some electricity, some coal, some lumber, some a fertile country with broad acres, never-failing



A TYPICAL CANADIAN HARVEST SCENE

tributaries, drains 18,300 square miles or 19 million acres. From the timbered slopes of the Rockies, on the extreme western border of the district, the country gradually becomes less wooded as one comes east, until toward the eastern limit the open prairie is reached. The general topography has been described as "undulating prairie, as the rises of land are covered with wood, while the reaches of prairie between are clear, with the exception of willow or poplar brush here and there, with an occasional clump of poplar or balm trees. This gives a park-like appearance to the whole country, solves the fuel problem as well as the wind problem, and altogether gives a surface of ever-changing landscape and a variety of scenery which makes the district most desirable for settlers to build up permanent homes."



THE BUILDING OF THE RAILWAY INTO RED DEER

crops and good mixed farming areas; and to still other towns Nature has given healthful and picturesque surroundings, enjoyable summer and winter climates, while to other towns again there have been given advantageous transportation possibilities and facilities. In Red Deer, however, he declared, Nature has centred all of these advantages. So eloquent an eulogy has its counterpart in the concreteness of absolute fact. Red Deer is the hope of Western Canada. The Red Deer district of Central Alberta has already attracted and developed many brilliant men: Dr. Michael Clark, M.P., who, its Dominion Member, is a Northumbrian by birth and one of the able debaters on the Liberal side at Ottawa, while in the Alberta Parliament Red Deer is represented by Hon. E. Michener, who is leader of the Conservative Party in the province. It is the nearest outlet for the produce of a vast coalfield. It is the chief market of the richest dairying and farm districts in Western Canada. It has water-power, timber, cement, building-stone, thriving manufactures, and a system of municipal equipment and organisation which would do credit to any town in Great Britain. In the near future it will be the converging point of six railway lines, giving access to every part of Canada. Already it is the natural gateway between the east and middle west on one side, and the coalfields and fruit farms of the Pacific slope. Its latent advantages and resources are enormous, and they are equalled only by the immense possibilities that lie within its scope

and destiny. On the basis of the old proverb that a straw suffices to show the direction of the wind it will suffice to point out that Red Deer Post Office ranks as fifth in a province twice as large as the United Kingdom



Royal Academy, 1913

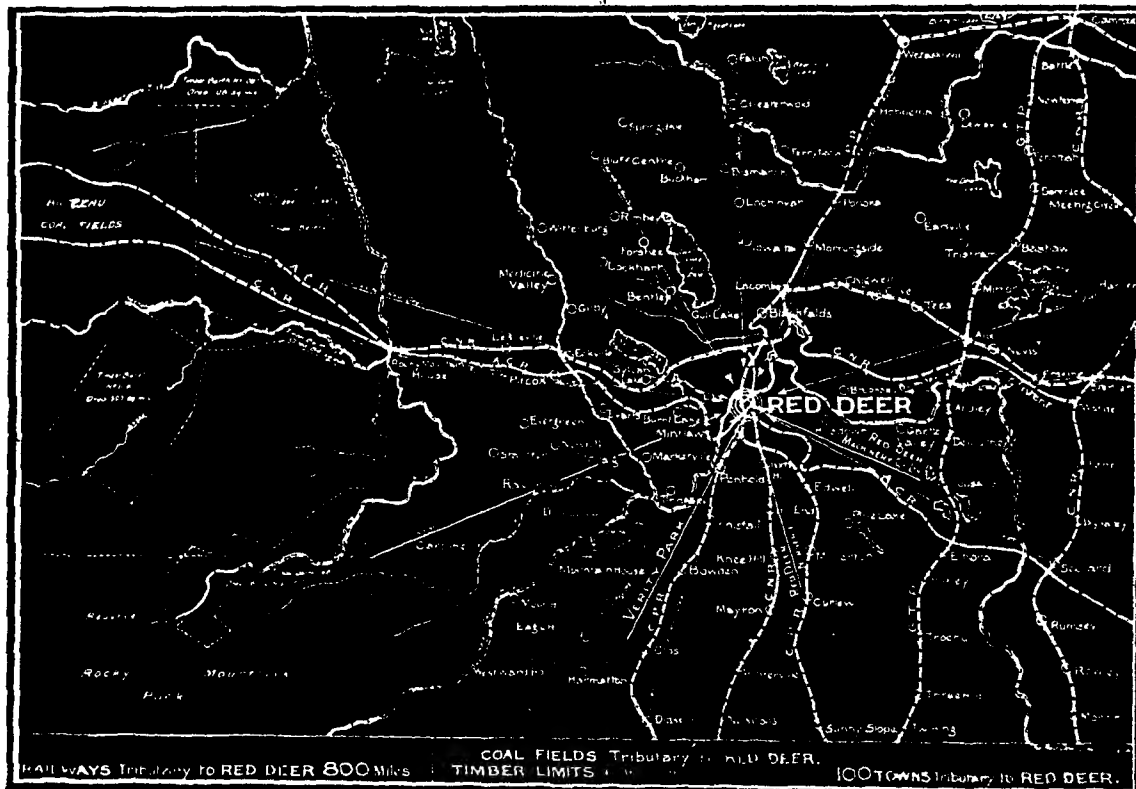
L. F. Roselub (Sculptor)

WM. PERKINS BULL, K.C.

itself in regard to the amount of its business. Equally significant is the recent action of the Dominion Government in authorising the construction of new Post Office Buildings in Red Deer at a cost of £20,000. The prairies

of Western Canada are now yearning to re-echo that special litany which industrial implements can alone pour forth, and the great Red Deer River is in travail with the burden of riches which its very banks have so long secreted. In further illustration of the general presentment of the destined development and progress of the town, one need only refer to the fact that already the chief banks in Canada are constructing large and commodious buildings within the town. There can surely be no greater proof of the magnificent possibilities of a town or district than that afforded when the postal authorities, railway companies, and bank directors hasten to come within its precincts to accelerate and to share in a harvest where the fields are already white with surety. There is no place in Canada, declared one of the parliamentary representatives of the province of Alberta, where investments can be made to better advantage or where industries can be so profitably undertaken, and from which the outlay will bring quicker or surer returns than in the city and district of Red Deer.

GAMAGES are publishing a scoring book for school teams by Capt. R. W. Hallows of the Merchant Taylors' School Officers' Training Corps. It is for use on the open or miniature range and contains shooting hints, wind tables, scoring pages, and pages for the season's record and the Ashburton competition. It is intended not only for beginners but for more experienced members of school teams, and is arranged to meet the requirements of the school eight and the cadet pair. The author has limited his scope to the 200 yards and the 500 yards ranges. Of particular interest are the target diagrams, which are drawn to scale, and the manner in which they are best used is dealt with fully.

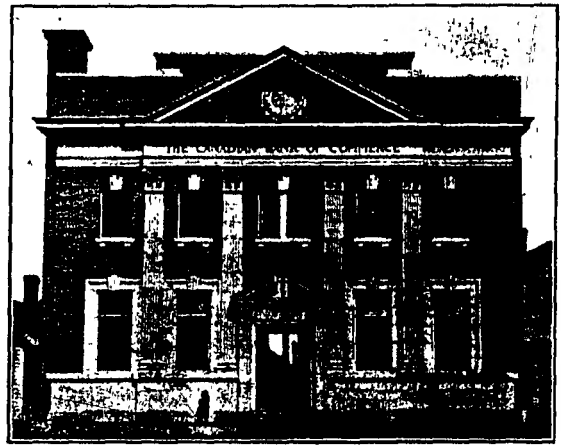


#### MAP OF COUNTRY TRIBUTARY TO RED DEER, ALBERTA

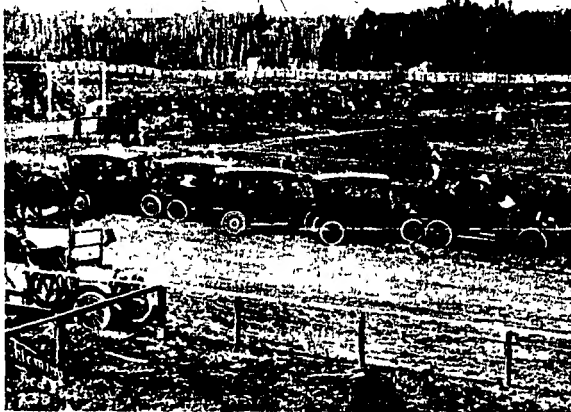
And showing the situation of the Red Deer Nurseries, Red Deer Machinery Co., Ltd., and Verity Park Estate of the British Canadian Realty Co., Ltd., 38 Kingsway, London, W.C.



TYPICAL BUILDINGS IN RED DEER: A Private House



The Canadian Bank of Commerce



BASE-BALL  
White draws enthusiastic crowds



A SHOOTING MEET  
A popular Canadian Pastime

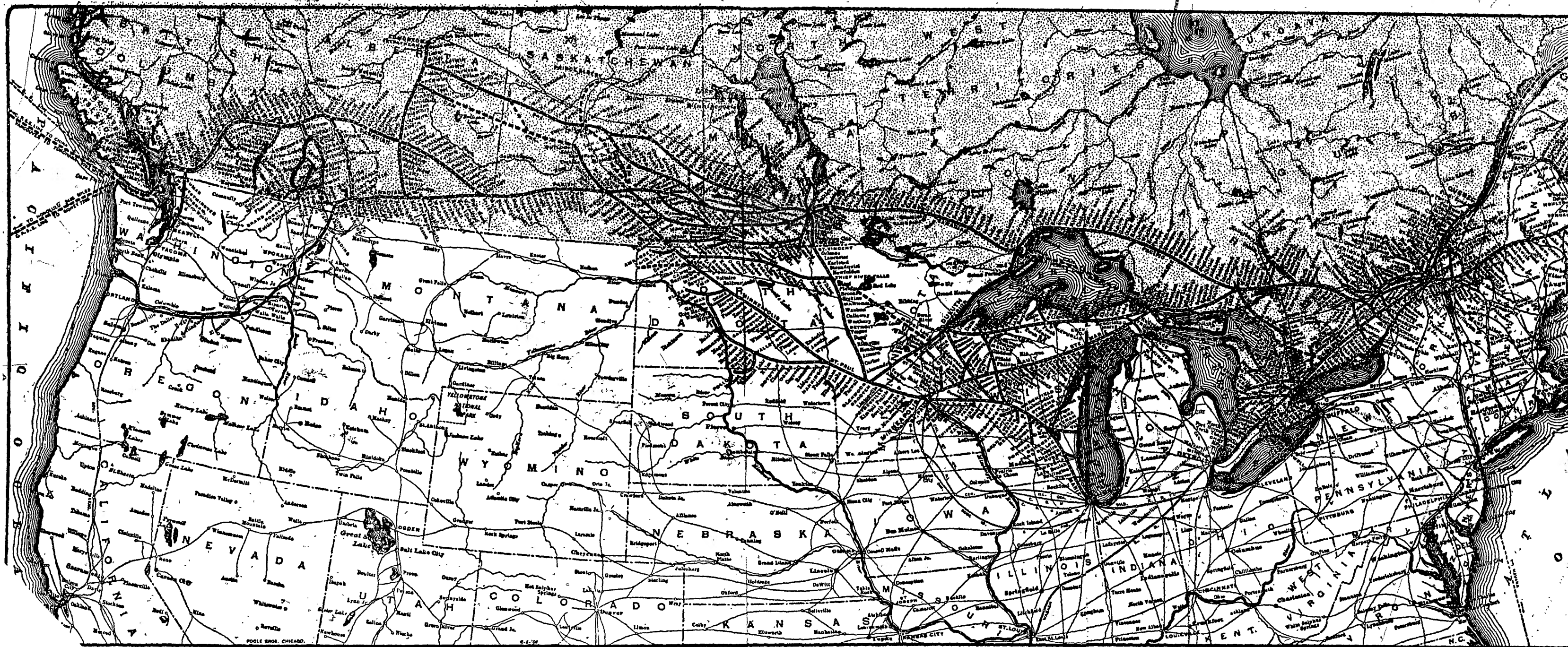


MAGNIFICENT COUNTRY FOR THE MOTORIST

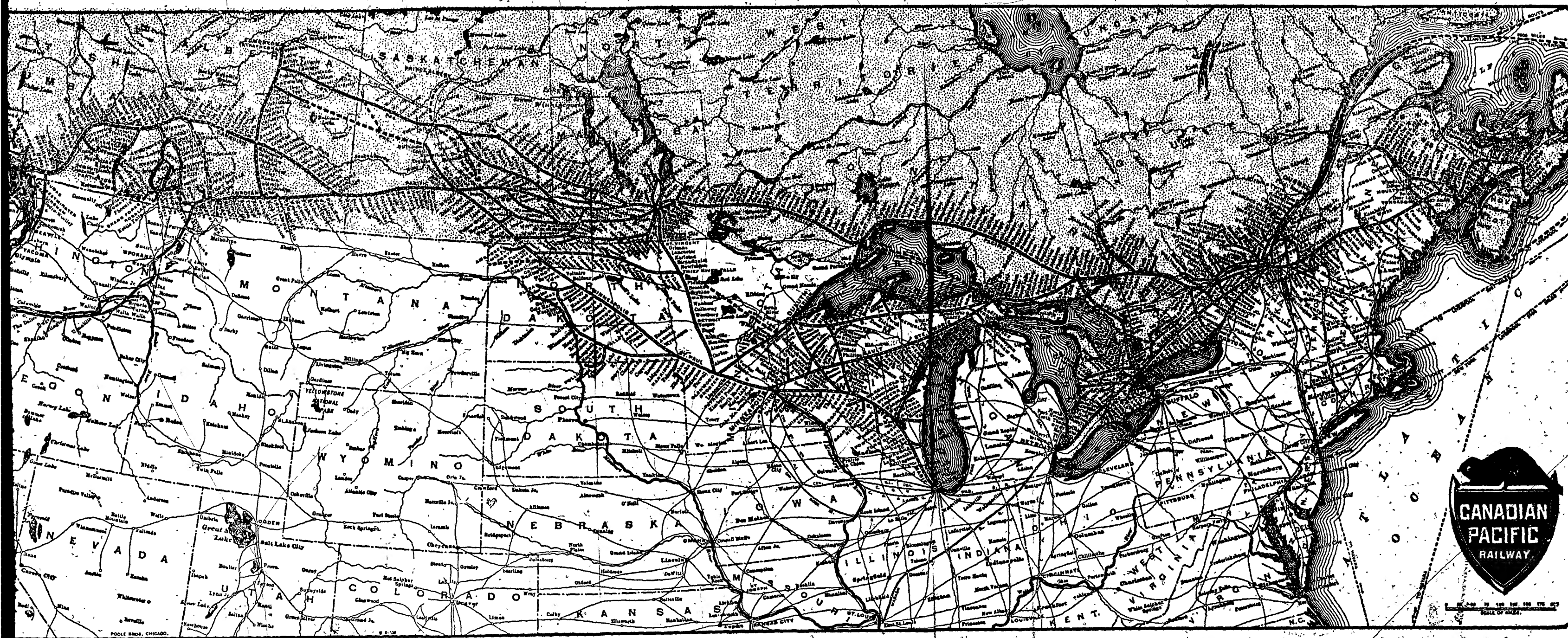


AN AGRICULTURAL AND HORSE SHOW IN FULL SWING

RED DEER FOR THE COLONIST AND SPORTSMAN







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MILES